

**PENGARUH *CELEBRITY ENDORSER* #FLASHSALESPELIAL9
TOKOPEDIA DI MEDIA SOSIAL INSTAGRAM TERHADAP MINAT
BELI KONSUMEN
(Survei pada pengikut Instagram @Tokopedia)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *celebrity endorser* #FlashSaleSpesial9 Tokopedia di media sosial Instagram terhadap minat beli konsumen (Survei pada pengikut Instagram @Tokopedia). Konsep dan model yang relevan dalam penelitian ini antara lain model AIDA, *Celebrity Endorser*, dan Minat Beli Konsumen. Penelitian ini dilakukan dengan menggunakan pendekatan penelitian kuantitatif. Metode penelitian yang digunakan adalah metode survei. Populasi penelitian ini adalah pengikut Instagram @Tokopedia dengan jumlah 100 sampel. Teknik analisis pengaruh variabel X terhadap variabel Y menggunakan uji koefisien determinasi. Teknik pengujian data diproses menggunakan program SPSS (*Statistical Product and Service Solution*) versi 23. Hasil penelitian ini menunjukkan bahwa terdapat hubungan yang kuat dan pengaruh yang signifikan antara *celebrity endorser* #FlashSaleSpesial9 Tokopedia di media sosial Instagram terhadap minat beli konsumen. Hasil tersebut ditunjang dengan pengujian hipotesis yaitu semakin besar pengaruh *celebrity endorser* #FlashSaleSpesial9 Tokopedia di media sosial Instagram, maka akan semakin mempengaruhi minat beli konsumen.

Kata Kunci : *Celebrity Endorser*, Minat Beli Konsumen, Kuantitatif.

***THE EFFECT OF TOKOPEDIA'S #FLASHSALESPECIAL9 CELEBRITY
ENDORSERS ON CONSUMER PURCHASE INTENTION
(A Survey to @Tokopedia followers on Instagram)***

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ABSTRACT

This research aims to know the effect of celebrity endorsers of Tokopedia's #FlashSaleSpesial9 on consumer purchase intention (a survey to @Tokopedia followers on Instagram). Concept and model that relevant in this study are AIDA model, Celebrity Endorsers and Consumer Purchase Intention concept. Celebrity endorsers is one of the advertising techniques that companies use to create awareness and gain favourable responses about their products and services. This study therefore examined the effect of celebrity endorsers advertisement on consumers purchase intention using quantitative research methods. The population of study for the research are the followers of Tokopedia (@Tokopedia) on Instagram. To make the sampling selection scientific, the researcher employed non probability sampling that does not provide the same opportunity for element or member of the population to be selected as a sample. The result of this research are Ho denied and Ha accepted, it means the greater the effect of Tokopedia's #FlashSaleSpesial9 celebrity endorsers, the higher the intention of purchase on consumer.

Keywords : Celebrity Endorsers, Consumer Purchase Intention, Quantitative.